

Rep Order# 9782046 Ver# 1 Status New EC'd No

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Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product BUCHANAN FOR CONGRES
Estimate# 211
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //211
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
VERN BUCHANAN FOR CONGRESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW BUCHANAN ORDER
PLEASE CNFM, THANKS

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-----------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | TH-F | 6A-7A | NEWS | :30 | \$175.00 | 08/23-08/24 | 1 | 1 | 1 | \$175.00 | |
| | 2 | TH-F | 7A-9A | NEWS | :30 | \$225.00 | 08/23-08/24 | 1 | 1 | 1 | \$225.00 | |
| | 3 | TH-F | 5P-530P | NEWS | :30 | \$225.00 | 08/23-08/24 | 2 | 1 | 2 | \$450.00 | |
| | 4 | TH-F | 530P-6P | NEWS | :30 | \$300.00 | 08/23-08/24 | 1 | 1 | 1 | \$300.00 | |
| | 5 | TH-F | 6P-630P | NEWS | :30 | \$550.00 | 08/23-08/24 | 1 | 1 | 1 | \$550.00 | |
| | 6 | M-W | 6A-7A | NEWS | :30 | \$175.00 | 08/27-08/29 | 2 | 1 | 2 | \$350.00 | |
| | 7 | M-W | 7A-9A | GMA | :30 | \$225.00 | 08/27-08/29 | 1 | 1 | 1 | \$225.00 | |
| | 8 | M-W | 530P-6P | NEWS | :30 | \$300.00 | 08/27-08/29 | 2 | 1 | 2 | \$600.00 | |
| | 9 | M-W | 6P-630P | NEWS | :30 | \$550.00 | 08/27-08/29 | 2 | 1 | 2 | \$1,100.00 | |
| | 10 | M-W | 11P-1135P | NEWS | :30 | \$425.00 | 08/27-08/29 | 2 | 1 | 2 | \$850.00 | |

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---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Aug 12: 6 / \$1,700.00 Sep 12: 9 / \$3,125.00

Sales Totals: 15 / \$4,825.00

Station Totals: 15 / \$4,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | |
|---------------|---------|---------|---------|---------|-----------|
| Market Totals | CABL 0% | UNKN 0% | WBSV 0% | WFLA 0% | WFTS 0% |
| | WTOG 0% | WTSP 0% | WTTA 0% | WTVT 0% | WWSB 100% |

Books null

Demos RA35+